

unearth our secrets



CHARTERS TOWERS

- EST 1872 -

OFFICIAL STYLE GUIDE

A person with long hair tied in a bun, wearing a denim jacket, is seen from behind, looking out over a valley. The sun is setting, creating a warm, golden glow over the landscape. The text is overlaid on the left side of the image.

THE CHARTERS TOWERS REGIONAL DESTINATION BRAND CAPTURES THE CORE IDENTITY OF THE DESTINATION.

The brand positions the region as a seamless harmony of the old and new world, where historically rich communities lead you back in time to connect with the past and seek out your own story. Six brand values encapsulate the essential characteristics that, in combination, differentiate the destination from others.

WHAT IS A BRAND?

It is the value people get from the town.
Functionally, emotionally and socially.
It's the way you make them feel.

OUR BRAND VALUES

A seamless harmony of the old and new world, where heritage-rich communities lead you back in time to connect with the past and seek out your own story.

WE ARE GENUINE AND HUMBLE

With a heart of gold, our region welcomes all. Find yourself grounded in a place where time slows down and the little things matter.

WE RADIATE COUNTRY SOPHISTICATION

Our thriving towns are a treasure trove of boutique shopping, country pubs and cafés to discover and delight.

WE ARE RUGGED AND REAL

Our nature is down to earth, relaxed and not rushed. Generous with time to explore diverse landscapes and unearth hidden gems.

WE HAVE STORIES TO SHARE

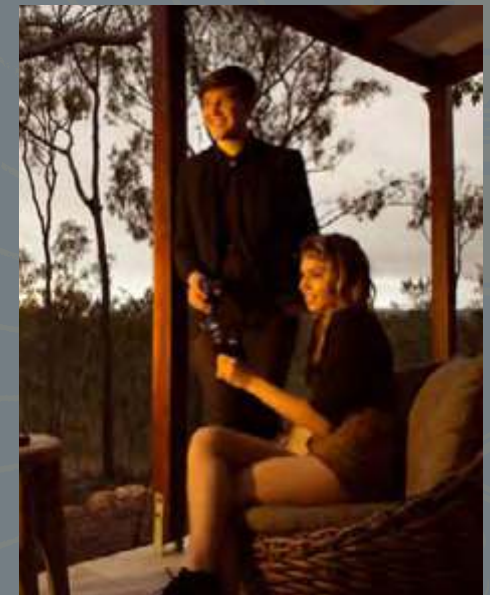
Passionate about the past and possibility, this is a place to learn. Inspired by stories of times gone by as you create your own chronicle.

WE PROVIDE A SENSE OF CONNECTION AND BELONGING

Come home to our communities, connect with your now and live a truly authentic outback experience where the west is linked to the coast.

WE ARE A PRODUCTIVE REGION

Feel a part of the fabric of time with our living history, where you can discover a region as rich in history and heritage as it is in natural resources.



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BRAND STORY



A SEAMLESS HARMONY OF THE OLD AND NEW WORLD

Charters Towers is a place where life is lived at a relaxed pace, where infinite open skies, outback landscapes and real, authentic communities take you back in time to reconnect with the past and seek out your own story.

Our story begins with the discovery of gold, when a 12-year-old stockman named Jupiter Mosman stumbled across a nugget in 1871. And so began the evolution of a region dotted with charming towns and grand architecture, against a backdrop of vast outback landscapes, productive agricultural land, and on the eastern reaches, tropical rainforests.

Our region has a whole lot of history and we've seen our fair share of triumphs and tragedies. Our communities of Charters Towers, Pentland, Sellheim, Homestead, Mingela, Ravenswood, Greenvale, Hervey Range, Balfes Creek and Hidden Valley take you on a journey through time, each with its own tale to tell. Lend them an ear and our friendly locals will eagerly share a yarn as you discover our stories and create your own.

Learn about 'the tragedy on Mosman Street' on a guided tour through the World Theatre, or listen for the voices of the past on a walking ghost tour. Delve even deeper into the past at one of our museums, galleries or historical sites.

Our natural attractions are pure gold. The Belyando River Crossing is the perfect place to camp overnight, or you can venture further afield to discover the vast Lake Buchanan, which is four times saltier than the ocean. This great salt lake harbours plenty of local wildlife and big open skies to soak up the peace and quiet. Loads of space for adventure, boating and outdoor activities gives you the freedom to explore and unearth natural assets.

As you wander our historic streetscapes, it is easy to connect with the sentiment of life in the 1800's – just look around. From the glass roof of what was one of Australia's few regional stock exchanges and the impressive Stock Exchange Arcade, to the striking clock tower of the Post Office and the columned World Theatre, our history doesn't need to be imagined. It can be seen today, vastly untouched, just as it was 150 years ago.

Relics of our gold mining history remind you of where we came from, while modern day experiences direct you to where we are going. An open cut mine and the Venus Battery, the largest surviving battery relic in Australia and the oldest in Queensland, are signposts of a time gone by. A legacy of the gold rush, the Great Northern Railway line, still passes this way hauling rich mining and agricultural loads from Mt Isa and Charters Towers to the bustling port of Townsville.

Charming tea rooms, quaint cafes, and historic pubs provide a place to enjoy our unique country hospitality, just like they always have. The legendary Slim Dusty agrees, immortalising the historic Three Rivers Hotel in his lyrics...Wherever I wander my memory will dwell, on those happy days in Three Rivers Hotel.

At a time when life revolves at a non-stop pace, it's time to redefine what we treasure and find value in the smaller things. History, culture, connection, exploration, a sky filled with stars... Whatever it is you're seeking, find it in the Charters Towers region.



THE LOGO DESIGN



unearth our secrets



CHARTERS TOWERS

- EST 1872 -

THE LOGO DESIGN

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CHARTERS TOWERS

- EST 1872 -

Primary Logo

The corporate logo is presented through the use of colors and typography.



Dark version



Light version



A variant of use when the background is light coloured.



A variant of use when the background is dark coloured.

THE LOGO DESIGN

Sub Logo - Stacked

Variations of this logo will be used when appropriate, to keep consistency within the brand.

This logo is best used when the main logo (which is horizontal) isn't fitting correctly within the balance/design of an application. This is a great alternative to create aesthetically pleasing results but also keep brand consistency within promotional applications that need to use the main logo.



THE LOGO DESIGN

**Sub Logo -
Name Only**
*Stacked and
Non-Stacked*

Variations of this logo will be used when appropriate, to keep consistency within the brand.

Best suited on printed and co-branding collateral.

**CHARTERS
TOWERS**

CHARTERS TOWERS

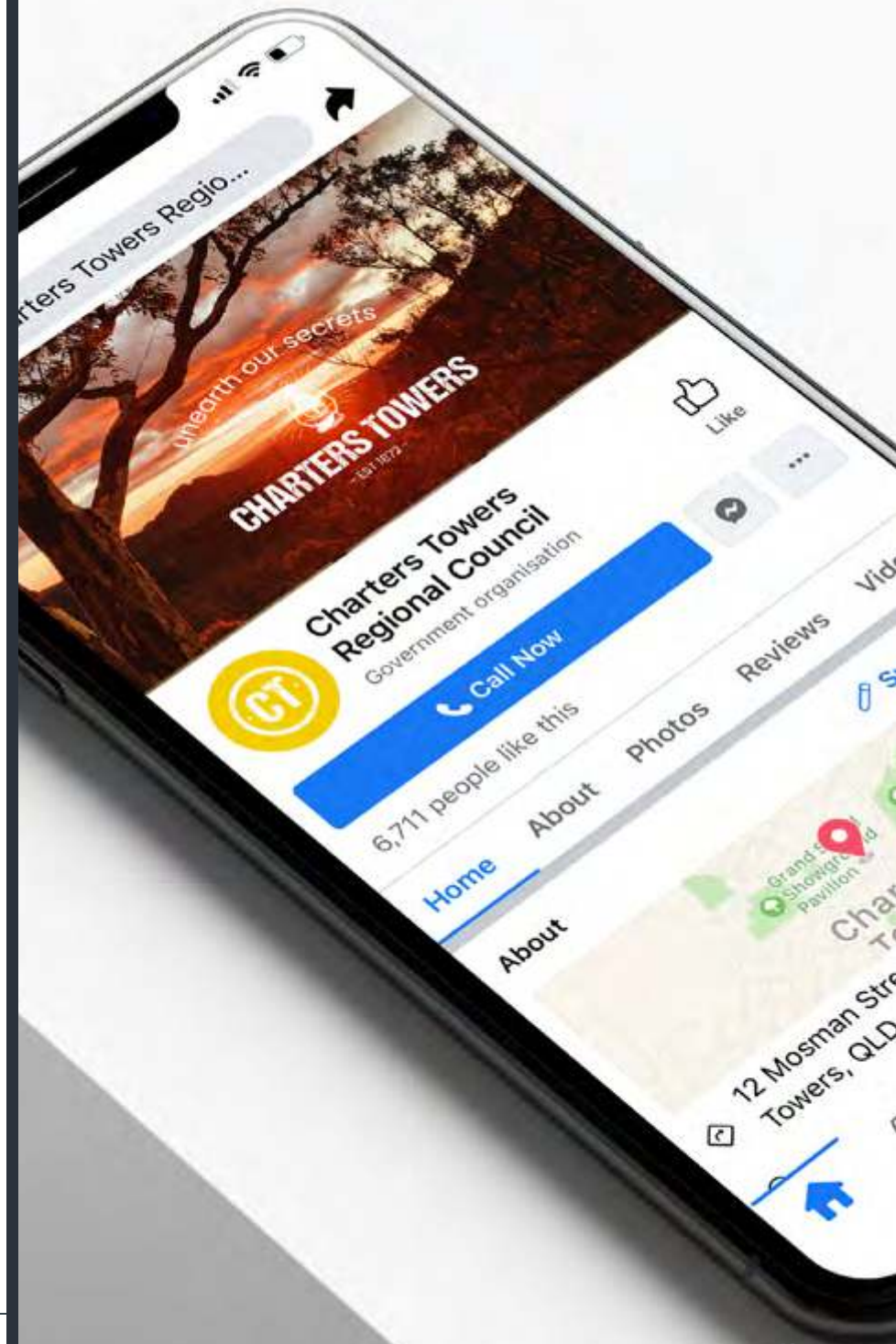


THE LOGO DESIGN

Sub Logo - Pictogram

Variations of this logo will be used when appropriate, to keep consistency within the brand.

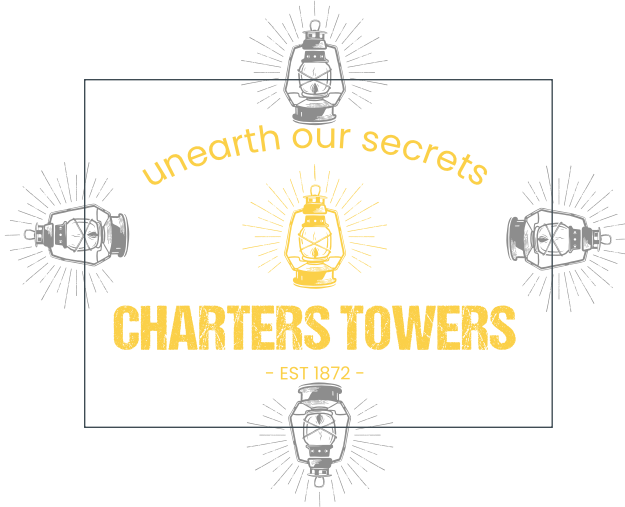
The Stamp like design provides various applications with an easy visual that still relates back to the main logo.



THE LOGO DESIGN

Placement Guidelines - Size and Space requirements

The following are examples of how the Charters Towers logo should be positioned allowing the appropriate amount of negative space.



THE WIDTH OF THE LANTERN TO THE CROSS POINT
DETERMINES LOGO CLEARANCE ON ALL FORMATS



MINIMUM SIZE OF
REPRODUCTION
20MM

THE LOGO DESIGN

Placement Guidelines - Do Not

The following are examples of how not to place the Charters Towers logo. Please make sure when using the logo design that you follow these regulations.



DO NOT PLACE THE DESIGN OVER IMAGERY
THAT OBSCURES THE LOGO

CHARTERS TOWERS 

STRETCH OR COMPRESS THE LOGO
HORIZONTALLY OR VERTICALLY



COLOUR OTHER THAN SPECIFIED



ROTATE THE LOGO



PULL APART LOGO TO CREATE A
DIFFERENT AESTHETIC



TYPOGRAPHY



DCC - ASH

REGULAR

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklmnopqrstu-
vwxyz

1234567890!"\$%&/=?;,:- _

POPPINS

EXTRA LIGHT LIGHT
REGULAR MEDIUM
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"\$%&/()=?;,:- _

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"\$%&/()=?;,:- _

**SIZE IS THE SIMPLEST WAY TO CREATE
CONTRAST BETWEEN DIFFERENT
TYPOGRAPHIC ELEMENTS IN YOUR DESIGN.**

With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Main title: DCC - ASH 66pt

MAIN TITLE

ALTERNATE TITLE: POPPINS BOLD 30PT

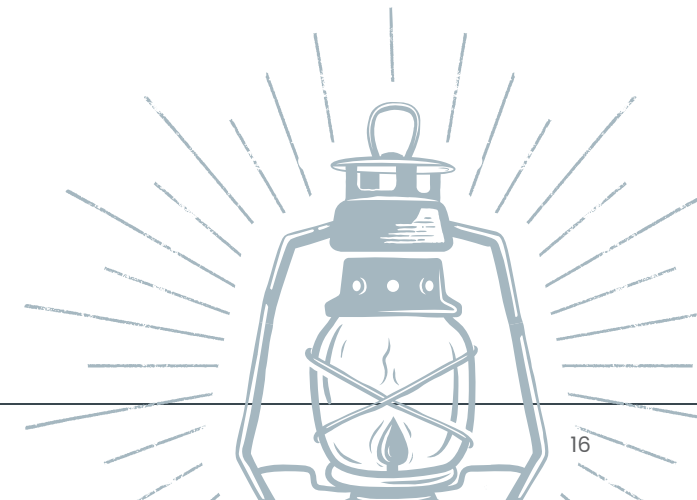
Alternate Title

SUBHEAD: POPPINS MEDIUM 12PT

Subhead

BODY COPY: POPPINS 9PT

Body Copy





THE COLOUR SYSTEM

CHARTERS TOWERS

TINTS:

Only ever use the following tints: 100%, 80%, 60%, 40%, 20%. If a tint is over 80% then copy needs to be reversed to be legible.

20% 40% 60% 80% 100%

OPACITY:

When using transparent boxes over images for copy to sit in we recommend an opacity between 50% and 80%, dependent on the image underneath and copy legibility.

20% 40% 60% 80% 100%

PRIMARY COLOUR

WATTLE

PRINT AND WEB

CMYK 0, 15, 82, 2

RGB 251, 208, 72

HEX #FBDO48



SECONDARY COLOUR PALETTE

The secondary colour palette complements the primary palette and is useful to expand colour options in marketing collateral, reports, illustrations, infographics and across digital media.

The grey palette below is used in the Charters Towers digital media, specifically the website and apps.

PRINT AND WEB

DARK SLATE
CMYK 55, 31, 29, 35
RGB 88, 111, 120
HEX #586F78



PRINT AND WEB

CHARCOAL
CMYK 20, 0, 0, 85
RGB 51, 63, 72
PANTONE 432 C / Black 6 U
HEX #333F48



PRINT AND WEB

SLATE
CMYK 36, 20, 19, 0
RGB 166, 184, 193
PANTONE 2176 C
HEX #A6B8C1



PRINT AND WEB

STONE
CMYK 8, 11, 31, 5
RGB 222, 208, 173
PANTONE 7534 C
HEX #DED0AD



PRINT AND WEB

DARK WATTLE
CMYK 0, 45, 88, 3
RGB 249, 157, 67
HEX #F99D43



PRINT AND WEB

WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF





DESIGN ELEMENTS



Elements



Main
symbol



Dark
Application



Main
symbol



Dark Slate
Application



Stone
Application

Element Information

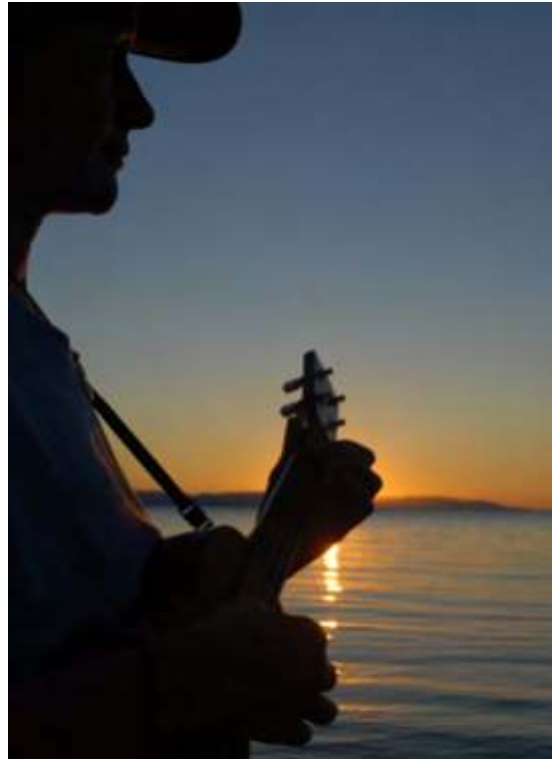
Placement of these symbols are minimal, they are used to create a contrast between design, logo and solid colours.



APPLICATIONS

Photographic Requirements

Photography helps bring the Charters Towers brand to life. There is no better way to visualise Charters Towers' assets and hero experiences than through vibrant and immersive photographic imagery. To showcase the natural, cultural and historic features of Charters Towers, please ensure photography selection is driven by seasons, colours, textures, landscapes and people. Where possible ensure sunny weather, bold colours and people from within the target audience profile.



PHOTOGRAPHIC STYLE

PARTNERSHIP LOGOS & CO-BRANDING



HOW COMMUNITY CAN USE THE CHARTERS TOWERS BRAND

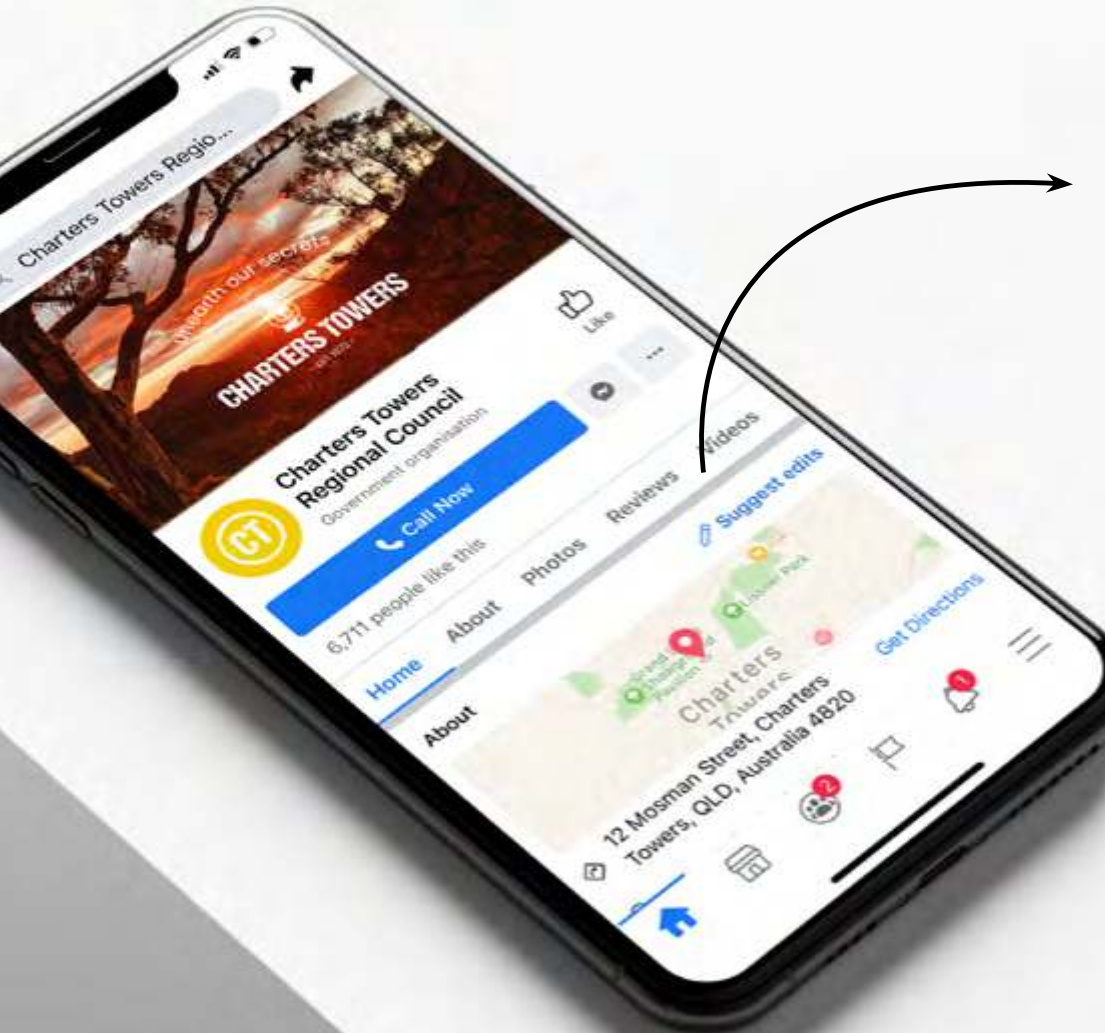
Tourism operators and businesses within Charters Towers may use the Charters Towers Region brand to enhance cohesiveness of promotional activity within the region in coherence with their own branding. Co Branding of events and attractions can be presented with variations of the logo, this is to ensure all collateral is aligned with each brand and their brand guidelines.

Is includes:

- Offers & deals
- Flyers & brochures
- Social media graphics
- Merchandise
- Decals

Use of the Charters Towers brand requires strict adherence to these Brand Guidelines including logo formats, spacing and sizing and fonts. It is recommended that any use of the Charters Towers brand is submitted to Charters Towers Regional Council for feedback and approval.

BRANDING



SOCIAL PLATFORMS

Your brand's profile, across Facebook, Twitter, Pinterest, Instagram, your company blog, and anywhere else it appears, should be unified and in line with your brand identity.

Consistency with graphics, color, style and language, and even post frequency.



POSTERS

Charters Towers Style Guide

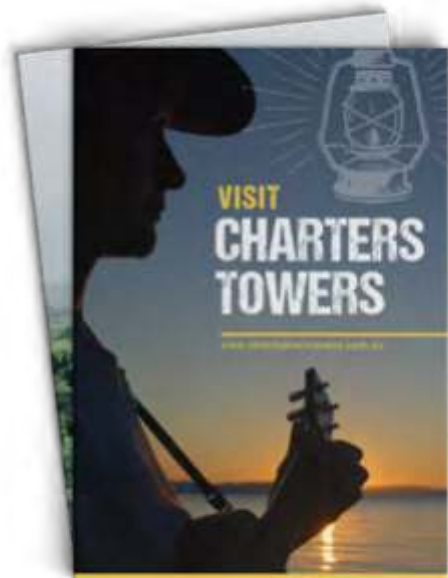
POSTERS

Communicating place and craft of the region with singular messages.

What people will see and hear outside of Charters Towers.



Paper Bags



Visitor Guides



Stickers



Apparel



Camping Cups

Other Print Collateral

Consistent printed collateral with variations of the Charters Towers logo allow brand consistency and also creates the brands own style and personality.

PRINTED COLLATERAL

CHARTERS TOWERS

MEMBERS LOGIN

ABOUT

ACCOMMODATION

TOURS

THINGS TO SEE AND DO

TRAVEL

WHAT'S ON

RELIQS OF OUR GOLD MINING HISTORY



AT THE MINER'S COTTAGE...

The Miner's Cottage is a rare museum that offers an experience as back in time and is overflowing with local history and stories. The cottage has been refurbished and decorated to show how the house would have looked at the start of the 20th century. The collection of 19th century artefacts is fascinating.

BOOK NOW

WEBSITE

Charters Towers Style Guide

WEBSITE

This brand needs to be the "look" and tone Charters Towers uses to establish a consistent message that builds familiarity and trust with consumers and visitors.

Consistency with graphics, colour, style and language need to correlate to the social media platforms.



Billboards

Communicating place and craft of the region with minimalism and imagery.

Keeping with a simplistic logo.

BILLBOARDS

Visitor Guide

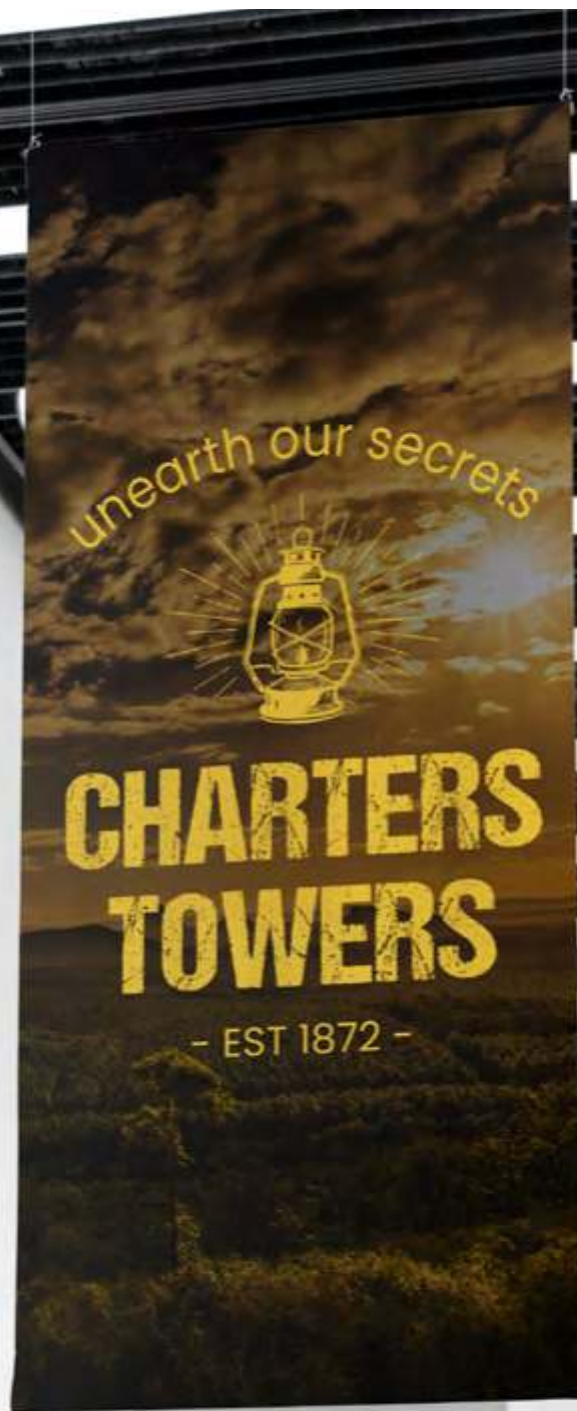


Visitor Guide

Visitor guides include recreational activities, events and provide local information to their visitors.

They are filled with information about the geography of the area and have suggested travel routes that best accommodate the area's visitors.

BRANDING



Flags

Advertising Charters Towers to those outside of the region or main street.

Communicating the wonders of Charters Towers Region through large focal points - with use of the 'Unearthed' Logo.

FLAGS



Stationery

Consistent stationery helps project a professional image that is going to drive brand recognition. It is through the use of the variations in logo and minimalistic branding that a sense of high recognition will be achieved



APPROVALS

CHARTERS TOWERS REGIONAL COUNCIL

ADMINISTRATION CENTRE
12 Mosman Street | PO Box 189
Charters Towers Qld 4820
Australia

P 07 4761 5300 | F 07 4761 5344

FOR ANY BRAND APPROVALS AND BRAND
ENQUIRIES PLEASE CONTACT:

brandingrequests@charterstowers.qld.gov.au

www.charterstowers.qld.gov.au